

AI Reputation Analysis and Signal Evaluation - Salamanca

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Salamanca (www.salamanca.ie)

http://www.salamanca.ie

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Salamanca has 16.6 points less reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Salamanca provides a high-substance menu but wraps it in a low-substance brand. The site functions as a digital menu rather than a business authority, suffering from template-driven content and a total lack of verifiable trust signals. It is a legitimate business hiding behind a veil of generic restaurant jargon.

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INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The Information Density is a tale of two halves. The Our Menu page contains high substance with specific pricing (e.g., From ?19.95, ?45pp), detailed dish descriptions, and exhaustive allergen labeling (G1, D, MS, SD). Conversely, the Homepage and About Us pages are saturated with power-word fluff such as 'exceptional ingredients,' 'art of Spanish dining,' and 'vibrant, welcoming atmosphere' without providing any specific supplier names or chef credentials to back the 'heritage' claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

There is minor semantic drift between the homepage promise of 'exceptional ingredients' and the total absence of named local or Spanish suppliers on the sub-pages. The hero signal on the homepage 'Celebrating heritage' is never expanded upon; no founding year, family name, or historical context is provided. Additionally, the About Us page promises to 'Discover Our Passion,' yet repeats a single 2022 award claim three times in identical H3 blocks, suggesting a template failure rather than a narrative.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high Trust Theatre; the review_count is 4 on the homepage but proof_links_count is 0, meaning the reviews are cited without a verifiable path to a third-party platform like TripAdvisor or Google. The trust_theatre_flag is true across all analyzed pages. Performance claims like 'Awarded Best New Restaurant' are aging (dated 2022 relative to the May 2026 system date) and lack a link to the original awarding body.

EVIDENCE: PROOF DENSITY

Substance is concentrated solely in the menu items and pricing. Outside of the menu, the ratio of vague assertions to verifiable proof is approximately 10:1. While the existence of a current menu with pricing is a strong BS-reducer, it does not compensate for the lack of external proof paths or verifiable review sources.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

3

20% Reputation

The site heavily relies on industry clichés such as 'every dish tells a story,' 'taste of Spain,' and 'unforgettable flavors,' all of which are identified in the patterns_json dictionary. The value proposition is entirely copy-pasteable for any tapas bar in Dublin, lacking a unique selling point beyond its location. The 'About Us' section is particularly generic, using boilerplate phrases like 'Discover Our Passion for Culinary Excellence' which serves as a standard template fingerprint.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total absence of technical and personal authority indicators. The schema_json is null across all pages, representing a failure to implement LocalBusiness or Restaurant structured data. No named individuals (Chefs, Owners) are mentioned, leaving the 'heritage' claim entirely faceless. The repetitive H3 structure on the About Us page further erodes technical credibility.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about 'Culinary Excellence' and 'exceptional ingredients' but fails to demonstrate these through specific proof points like ingredient sourcing, kitchen photography (images are referenced but not described with provenance), or culinary certifications. The 'Best New Restaurant 2022' claim is stale evidence that has not been updated with more recent accolades in over four years.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Salamanca (www.salamanca.ie)

Reputation: 41 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Food, Restaurants & Delivery industry, specifically as a Spanish tapas bar located in Dublin. The extensive menu data and reservation calls-to-action confirm its primary function as a brick-and-mortar dining establishment.

"The score of 41 is driven primarily by the Trust and Proof (17) and Identity and Authority (13) pillars. While the menu's specificity prevented a higher 'Extreme' score, the lack of schema, unverified reviews, and repetitive template language significantly increased the bullshit detection level."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <http://www.salamanca.ie> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 20, 2026

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